Please replace the title of the present application with the following title:

"A NETWORKED SYSTEM FOR PRESENTING ADVERTISING"

IN THE ABSTRACT:

Please replace the abstract of the present application with the following abstract:

A networked system is disclosed for presenting advertising during on-line interactions between a user and a service of a network (e.g., the Internet, interactive cable, and/or a LAN). Advertisements (ads) are presented to a networked user unrequestedly during user interactions with the service. The user can activate the ads (via hyperlinks) for receiving additional advertising. The system gathers user data and/or develops user profiles for selectively presenting ads, promotionals, discounts, etc. targeted to receptive users. In exchange for viewing such selective presentations, on-line access to the service is provided, the service including, e.g., (a) playing on-line interactive games (e.g., blackjack and poker), (b) providing access to the network itself (e.g., an Internet service provider), and/or (c) providing access to substantially any interactive service accessible via (b). The system can provide free/reduced cost network services to the user for viewing unrequested advertising. The system can be provided for a casino.

IN THE CLAIMS:

Please delete Claim 97.

Please amend Claim 98 as follows:

98.   (Amended) A method of advertising on the Internet, comprising:
for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following steps are performed during said corresponding Internet connection:

5   first transmitting, from the user, request on the Internet for contacting a providing node of the Internet, said providing node provides access to two or more display

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